

## **AMENDMENTS TO THE CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application.

### **Listing of Claims:**

1. (Currently Amended) A method, comprising:  
creating ~~an~~ one or more customized, personalized or targeted integrated video data ~~stream~~ streams by automatically integrating, in response to one or more business or personalization rules, two-way interactive content with an unmodified video data stream comprised of television (TV) broadcast content; and transmitting the customized, personalized or targeted integrated video data ~~stream~~ streams to one or more receivers for display.
2. (Original) The method of claim 1, wherein the interactive content includes Internet advertising content and the TV broadcast content includes TV commercial content.
3. (Original) The method of claim 1, further comprising:  
linking the interactive content with the TV broadcast content.
4. (Original) The method of claim 1, further comprising:  
displaying the integrated content to allow a user to interact with the interactive content.
5. (Original) The method of claim 1, wherein the automatically integrating of the interactive content includes automatically integrating the interactive content with the TV broadcast content without modifying the interactive content and the TV broadcast content.
6. (Original) The method of claim 1, wherein the interactive content includes an advertising banner.

7. (Original) The method of claim 1, further comprising:  
targeting specific receivers with the integrated content.
8. (Currently Amended) A system for integrating content, comprising:  
an integration unit to create ~~an~~ one or more customized, personalized or targeted  
integrated video data ~~stream~~ streams by automatically integrating, in response to one or more  
business or personalization rules, two-way interactive content with an unmodified video data  
stream comprised of television (TV) broadcast content and to transmit the customized,  
personalized or targeted integrated video data ~~stream~~ streams to one or more receivers for  
display.
9. (Original) The system of claim 8, wherein the interactive content includes Internet  
advertising content and the TV broadcast content includes TV commercial content.
10. (Previously Presented) The system of claim 8, further comprising:  
a linking unit to link the interactive content with the TV broadcast content.
11. (Original) The system of claim 8, further comprising:  
a receiving unit to receive the integrated content; and  
a display unit to display the integrated content to allow a user to interact with the  
interactive content.
12. (Original) The system of claim 8, wherein the integration unit is to integrate  
automatically the interactive content with the TV broadcast content without modifying the  
interactive content and the TV broadcast content.
13. (Original) The system of claim 8, wherein the interactive content includes an  
advertising banner.

14. (Original) The system of claim 8, further comprising:  
a targeting unit to target specific receivers with the integrated content.
15. (Currently Amended) A method for processing a video data stream, the method comprising:  
receiving an unmodified video data stream;  
downloading interactive content;  
automatically integrating, in response to one or more business or personalization rules, the two-way interactive content with the unmodified video data stream to create one or more customized, personalized or targeted integrated video data streams; and  
transmitting the customized, personalized or targeted integrated interactive content and video data stream streams to one or more receivers for display.
16. (Original) The method of claim 15, further comprising:  
displaying the interactive content and the video stream; and  
launching interactive services via the interactive content.
17. (Original) The method of claim 15, wherein the receivers include a set-top box.
18. (Original) The method of claim 15, wherein the video data stream includes TV commercial content.
19. (Original) The method of claim 15, further comprising:  
customizing the interactive content for a specific market, group, or geographic region.
20. (Currently Amended) A system for processing a video data stream comprising:  
a receiving unit to receive an unmodified video data stream;  
a downloading unit to download two-way interactive content;  
an integration unit to integrate automatically, in response to one or more business or personalization rules, the two-way interactive content with the unmodified video data stream to create one or more customized, personalized or targeted integrated video data streams; and

a transmitting unit to transmit the customized, personalized or targeted integrated ~~interactive content and~~ video data ~~stream~~ streams to one or more receivers for display.

21. (Original) The system of claim 20, wherein the receivers include a set-top box.

22. (Original) The system of claim 20, wherein the video data stream includes TV commercial content.

23. (Original) The system of claim 20, further comprising:  
a customizing unit to customize the interactive content for a specific market, group, or geographic region.

24. (Currently Amended) A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

creating ~~an~~ one or more customized, personalized or targeted integrated video data ~~stream~~ streams by automatically integrating, in response to one or more business or personalization rules, two-way interactive content with an unmodified video data stream comprised of television (TV) broadcast content; and

transmitting the customized, personalized or targeted integrated video data ~~stream~~ streams to one or more receivers for display.

25. (Original) The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:  
linking the interactive content with the TV broadcast content.

26. (Original) The machine-readable medium of claim 24, further providing instructions, which if executed by the processor, causes the processor to perform an operation comprising:  
displaying the integrated content to allow a user to interact with the interactive content.

27. (Currently Amended) A machine-readable medium providing instructions, which if executed by a processor, causes the processor to perform an operation comprising:

- receiving an unmodified video data stream;
- downloading two-way interactive content;
- automatically integrating, in response to one or more business or personalization rules, the two-way interactive content with the unmodified video data stream to create one or more customized, personalized or targeted integrated video data streams; and
- transmitting the customized, personalized or targeted integrated ~~interactive content~~ and video data ~~stream~~ streams to one or more receivers for display.